

a memory device for storing position locations of the wireless communication device and for storing transactions made relating to the wireless communication device;

a processor for determining trends by recalling stored information from the memory device and processing the recalled information; and

a transmitter for transmitting targeted broadcasts to the wireless communication device based on the current location of the communication device.

11. A wireless communication system that is used with a wireless communication device and a position location system, the wireless communication device being capable of communicating with the position location system, the wireless communication system comprising:

a memory device for storing position locations of the wireless communication device and for storing transactions made relating to the wireless communication device;

a processor for determining trends by recalling stored information from the memory device and processing the recalled information; and

a transmitter for transmitting targeted broadcasts to the wireless communication device based on the trends of the communication device.

#### ABSTRACT

Disclosed is a wireless communication system that is used with a wireless communication device and a position location system, the wireless communication device being capable of communicating with the position location system. The wireless communication system includes a memory device for storing position locations of the wireless communication device and for storing transactions made relating to the wireless communication device, a processor for determining trends by recalling stored information from the memory device and processing the recalled information, and a transmitter for transmitting targeted broadcasts to the wireless communication device based on the current location of the communication device.